

**ARIZONA GEOGRAPHIC INFORMATION COUNCIL**  
**(AGIC)**

**The next Board meeting will be held in PHOENIX on Thursday, May 4, 1995.**

**CALL TO ORDER** - The Executive Management Board of the Arizona Geographic Information Council (AGIC) met on **Thursday, March 2, 1995** in the large conference room on the basement floor (B1) of the Arizona Department of Revenue facility, located at 1600 W. Monroe, in Phoenix. The meeting was called to order at 1:40 p.m. by Chris English, President of AGIC's Executive Management Board.

**APPROVAL OF MINUTES** - Seth Franzman moved that the minutes from the January 5, 1995 meeting be approved as written. Jon Chase, Dan Anderson, and Sally Lanier seconded the motion, which was unanimously approved.

**BUDGET** - A balance of \$8,354 was reported as of February 28, 1995. Copies of the Budget Summary and bills/agreements for collection of membership fees were distributed to members in attendance.

**STRATEGIC PLAN** - After commenting on overall progress, Gene Trobia invited the subcommittee chairs to provide updates.

**Administrative & Legal** - Lynn Larson said there should be some indication within the next two weeks regarding whether the State Land Department's budget request for funding of the State Cartographer's Office would be approved. Three covered positions were proposed, including an assistant and a secretary. If approved, a significant amount of paperwork will be required to facilitate filling the positions promptly when the funds become available, July 1. Preliminary job descriptions have already been drafted, but they must be finalized and submitted to State Personnel for determination of classifications and pay grades before authorization will be granted to proceed with recruitment. All applicants/candidates are ranked according to how well they meet the minimum qualifications, and a list is presented to the hiring agency. At least three people on the list must be interviewed before any appointment can be made.

Ms. Larson asked whether the Board's intention was to advertise nationally or just recruit within the state. She explained that a national effort would require getting started right away, especially if the Board chooses to advertise in journals that are published only bimonthly or quarterly. Much discussion followed regarding qualifications, pay, and other considerations.

Having decided that the State Cartographer should be allowed to select his/her own staff, Board members focused on the State Cartographer's position. The job description calls for three to five years' experience in GIS, as opposed to MIS, with or without a surveying background. The position is expected to be rated Grade 22 with pay in the \$30,000 range, but a higher starting salary can be requested if the job is offered to someone who already earns more than this amount. Ms. Larson estimated that the pay could go up to about \$42,000.

Joan Laurence indicated that the salary being offered probably would not attract highly qualified candidates outside the state, especially given that the State does not pay travel costs for interviews or moving costs for the successful candidate. She said her agency, Arizona Department of Commerce, was inundated with hundreds of resumes and applications following its national advertisement for a Marketing Director position paying \$60,000 per year, but the number of applicants who were found to be qualified was very small.

In the course of discussion, the Board came to a general consensus that internal recruitment, which includes not only State employees but everyone else in the state, should be tried first. The announcement could be spread both by word of mouth and through printed media, including at least one major newspaper and the AGIC Newsletter. Out-of-state circulation of the AGIC Newsletter was estimated at approximately 100 [*later determined to be closer to 200*] of the more than 2,600 copies distributed. If this approach fails to generate an acceptable list of applicants, an expanded search can be requested. In either case, selectives and/or preferences can be incorporated to help fine-tune the search.

Ms. Larson reminded everyone that the State Land Commissioner is, ultimately, responsible for hiring the State Cartographer. She suggested, however, assembling a group of people to screen the applicants, conduct initial interviews, and forward the top three names to the State Land Department for use in conducting final interviews. After some discussion about who should serve on the panel, Seth Franzman offered a motion in favor of proposing to the State Land Commissioner that AGIC's Strategic Planning Committee serve as a screening panel to help narrow down the list of applicants for his consideration. The motion was seconded by Jon Chase and passed unanimously. Ms. Larson asked that any input on the job descriptions or other aspects of the State Cartographer's Office be sent through her, at FAX (602) 542-2590, for consideration by the Strategic Planning Committee.

An update was also provided regarding House Bill 2262. This legislation would create a mechanism for marketing GIS products, thereby generating revenue that could be used to help fund data development. In drafting the legislation, it was assumed that private-sector participants would want copyright-type protection. From a governmental perspective, it was also noted that safeguards would be needed to avoid lawsuits and other liability problems; so writers of the bill adopted a reverse version of the State procurement process, which not only incorporates safeguards but provides a consistent pricing procedure. Some members of the private sector, however, expressed serious concerns.

Given that the bill was on the Senate's schedule for the following Wednesday and that reaching a consensus on the points in

**ARIZONA GEOGRAPHIC INFORMATION COUNCIL (AGIC)**  
**Executive Management Board**  
**Thursday, March 2, 1995**

question was proving to be very elusive, Ms. Larson suggested proceeding with a modified version, excluding the component on partnering with the private sector. She said the remaining, non-controversial provisions would greatly facilitate cooperation among public entities in the development of GIS data and products; so the revised legislation would still provide significant benefits. Board members were given copies showing both the text to be retained and some new text, which was printed in capital letters. Ms. Larson said any amendments were due the next day. She indicated that an explanation would also be required but expressed confidence that Representative Becky Jordan had a good relationship with the State Land Department and would understand and be able to explain, without offending anyone, the need to amend the bill and postpone part of it until the next session. She also noted that legislators generally seemed very interested in the bill. Even one representative who did not appear to be particularly impressed during the session later surprised her by saying he thought it was a good idea.

Joan Laurence, ultimately, moved in favor of supporting House Bill 2262 as amended with the option of returning to the issue later. The motion passed unanimously, having been seconded by Sally Lanier.

**Data Resources** - Gary Irish reported that the thematic groups under the Data Resources subcommittee were involved in the long process of formulating data development and resource plans. The Geodetic working group had met to work further on its plan. The Parcels and Administrative Boundaries group was also starting to address key issues and was scheduled to meet again the following week. Mr. Irish invited anyone who might be interested in working with any of the thematic groups to contact him. In the absence of questions, Gene Trobia proceeded with the remaining subcommittee reports.

**Education** - Chris English took a moment to share his personal excitement at being tied into the Internet within the previous two weeks. Given that the Education and Information Exchange subcommittees had been working together, he subsequently passed the floor to Sally Lanier.

**Information Exchange** - Sally Lanier chose to cover the MAGIC '95 conference, which was the primary topic on which the Education and Information Exchange subcommittees had been working, in conjunction with her joint subcommittee report. She indicated that more information would be communicated through upcoming issues of the AGIC Newsletter but shared the following highlights. This year's conference will be held at Marriott's Camelback Inn on Monday and Tuesday, August 14 and 15. Camelback Inn is very receptive to having AGIC return each year, which would offer some continuity for future conferences. Preliminary plans call for a format similar to the one used for MAGIC '93. There will be vendor exhibits and a poster show. The first morning will be free for Strategic Planning activities, and the poster show can, potentially, remain in one place throughout the conference. Organizers also hope to have a jobs board this year.

Ms. Lanier said the official Call for Presentations was tentatively slated to be ready for distribution around early April. Given that AGIC's "beefed up" mailing list would probably constitute a large portion of the distribution list for this and other mailings, everyone was instructed to give any additional names/addresses and requests for information to Marian Arnold, at (602) 542-4061. Other types of comments and suggestions should be directed to Sally Lanier, at (602) 789-3609; Diana Freshwater, at (520) 623-6146; or Scott Hutchinson, at (602) 542-2619.

Ms. Lanier asked if there were any questions. Chris English said he would like to have refreshments available during the Strategic Planning session, but he was unsure how the extra cost (\$10 per person) should be handled. Gene Trobia asked how many people were expected, and Joan Laurence inquired about any additional room charges or other expenses. Ms. Lanier indicated that the only extra charge would be for refreshments but that the cost could mount rapidly if very many people attend. Scott Hutchinson said the committee had considered having anyone interested in participating in the Strategic Planning session check an additional box on the registration form and pay \$10 extra, thereby providing a head count, which is critical if food is to be ordered, and money to help cover food costs. Other alternatives include advertising and obtaining counts through the AGIC Newsletter, sending out RSVP invitations, or, possibly, promoting the session as a public hearing and fact-finding forum and selling copies of pertinent information to gauge interest and cover expenses. AGIC could also opt to appropriate funds and/or increase general registration fees to help cover additional costs for the session, minimize costs by reducing the food selections, or eliminate food costs completely by foregoing refreshments. The proposed registration fees, prior to any adjustment for the Strategic Planning session, have been tentatively set at \$80 (early registration) and \$100.

Many different scenarios were offered, and it quickly became apparent that decisions would need to be made regarding how the Strategic Planning session should be structured and who should be invited to participate. Some attendees favored using the time to collect as much input as possible from the GIS community in general. Others wondered if it would be more appropriate for AGIC to review the Strategic Plan first and present the proposed changes for public feedback, thereby avoiding a complete rewrite. Thus, AGIC must choose between several possible meeting formats: a public brainstorming session, a closed workshop, a presentation of proposed changes, a forum for public feedback on proposed changes, or a combination of presentation and feedback. Before deciding, the following factors must also be considered. Have the issues changed since the plan was implemented, or do they just need to be updated? At what point in the process will public input be of the greatest value? How much can reasonably be accomplished in the time available before and during the conference? What preparation will be required? Are there any guidelines or precedents to follow?

Lynn Larson recommended documenting all accomplishments to date before changing the Strategic Plan. She also pointed out

**ARIZONA GEOGRAPHIC INFORMATION COUNCIL (AGIC)**  
**Executive Management Board**  
**Thursday, March 2, 1995**

that, if attendance is restricted, the option of including a separate box on the registration form should be avoided, as should advertising through the AGIC Newsletter. From a somewhat different perspective, Steve Foley questioned the logic and fairness of charging separately for the Strategic Planning session if the idea is to encourage as much participation as possible. Gene Trobia cautioned against trying to do too many things in the time allotted. Following this same train of thought, Seth Franzman posed the possibility of devoting the July Board meeting to preparations for the Strategic Planning session, and Joan Laurence suggested having attendees preregister for the session so that materials can be sent for their review prior to the conference.

Chris English expressed confidence that the half day allotted for the Strategic Planning session will enable AGIC to gather significant input on critical issues in Arizona. He asked that any additional thoughts be directed to him at (602) 379-4511 or FAX (602) 379-6835.

Before moving on, the topic of seed money was raised. Lynn Larson confirmed that approximately \$4,000 from the MAGIC '93 proceeds had been set aside for the next conference. Sally Lanier moved that an additional \$2,000 be transferred back to the conference account to help cover up-front costs for this year's event, saying it was estimated that up-front charges could exceed \$6,000. Joan Laurence asked if the amount should be higher, but Ms. Lanier said a total of \$6,000 should be sufficient for now. The motion was seconded by Gene Trobia and gained the Board's full approval.

**Technology** - Gary Irish reported that, with Ben Froehlich's retirement and concurrent resignation from the Board, AGIC must find someone else to head the Technology subcommittee. Having volunteered to help pull the group together enough to accomplish those things required for the MAGIC '95 conference, Mr. Irish sent invitations to former subcommittee members. Some individuals have since expressed interest in continuing to work on technology issues, particularly in the area of networking. Others will also be welcomed.

MAGIC '95 CONFERENCE - Information regarding the MAGIC '95 conference was provided earlier in the meeting, in conjunction with the combined Education and Information Exchange subcommittee report.

MISCELLANEOUS ANNOUNCEMENTS - Chris English shared highlights from a 60-day summary of Internet activity relating to AGIC. During the reporting period, there were approximately 1,500 access requests, at a rate of 15 to 30 per day. Mr. English read the names of some of those who had accessed the AGIC data and concluded that the information is reaching a relatively wide audience.

Jon Chase announced a Task Force meeting to be held on the second floor at Arizona Public Service (APS) from 8:30 a.m. to 11:00 a.m. on Monday, April 10. He indicated that he would probably be purchasing a copy of AGIC's mailing list for use in sending out fliers about the meeting.

Steve Foley reported that, after four and a half years, the U.S. Forest Service had succeeded in getting procurement authorization for ARC/INFO software. He was very pleased that everyone in his immediate organization would finally be using the same software revision.

CALL TO PUBLIC - Dale Steele indicated that 24 names were adopted by the Arizona State Board on Geographic and Historic Names (ASBGHN) the previous day. Highlights included officially naming one particular site that is sometimes, but not always, an island and correcting the spelling of Ackre Lake to reflect the fact that it was intended to honor someone named Aker.

Seth Franzman acknowledged that Robert Vaughan was back. Chris English subsequently welcomed both Mr. Vaughan and others who had recently been unable to attend.

NEXT MEETING - Mr. English verified that the next Board meeting would be held at the same location (large conference room, basement, 1600 W. Monroe, Phoenix), starting at 1:30 p.m. on Thursday, May 4, 1995. The March Board meeting was adjourned at 3:10 p.m.